

APR 23 1925 /

✓ ©CIL 21388 ✓
MADAME SANS-GENE /

Photoplay in 10 reels ✓

✓ From the famous play by Victorien Sardou and

Emille Moreau ✓

Screen play by Forest Halsey ✓

Directed by Leonce Perret

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S. ✓

PRESS

Adolph Zukor and Jesse L. Lasky
GLORIA SWANSON
 in
"MADAME SANS GENE"
 From the famous play by Victorien Sardou and
 Screen play by Forrest Halsey
 Directed by Leonce Perret
 A Paramount Picture

PURPOSE: To Help You Sell the Picture

GLORIA SWANSON SUPERB A FRENCH COMEDY CLASSIC

ALL YOU WANT TO KNOW ABOUT THE FILM IN BRIEF

Star

GLORIA SWANSON. The publicity given this most popular screen star in connection with the filming of "Madame Sans Gene" in Paris—her marriage and illness—brought the production to the notice of everyone the country over. Metropolitan dailies carried front page stories—and all mentioned "Madame Sans Gene." Beyond a shadow of a doubt, it is Gloria's greatest screen work.

Director

Leonce Perret, prominent French motion picture producer.

Co-authors

Victorien Sardou and Emile Moreau. The picture is an adaptation of their famous play of the same name.

Scenarist

Forrest Halsey, who wrote the screen play, "The Humming Bird," and wrote the scenario for most of the other Swanson successes.

Cameraman

George Webber, who "shot" all of Gloria's recent productions.

Type of Story

Eye-filling costume drama of a little French laundress, who becomes a power behind her country's throne. A story of romance and adventure laid in the Napoleonic era.

Theme

GLORIA has the role of a pretty, vivacious, pert little laundress in Paris. Among her customers is the great Napoleon, then a mere corporal; another a handsome sergeant Lefebvre, who falls in love with the gay little laundress and she with him.

Changing fortunes put Napoleon at the head of the French nation. Sans Gene, now married



Gloria Swanson
 in the
 Paramount Picture
 "Madame Sans Gene"
 Production Mat 1PB

to Lefebvre, is a beauty in Napoleon's court. But she is still Madame Sans Gene (Madame Devil May Care). She simply cannot be dignified. Dancing, clowning, mimicking the society swells, she is at once the despair and the darling of the palace. How she foils a plot against the emperor, how she prevents the Empress Louise from running away with her young lover and casting a scandal upon Napoleon are but samples of the thrilling and amusing episodes that make up the scenes that follow in "Madame Sans Gene."

Appeal

Combining the broad comedy of "Manhandled" and the de luxe atmosphere of "A Society Scandal," there is no question of the tremendous popularity which "Madame Sans Gene" will enjoy everywhere.

The picture was made in Paris by Gloria with the foremost actors and actresses of France as supporting players, including the Franco-American favorite, Charles de Roche, who is the leading man.

Get This

"Madame Sans Gene" was pro-

As for the costumes and period effects, M. Rene Hubert, an authority on French period costumes, who prepared all the principal costumes worn in "Monsieur Beaucaire," had charge of that charge of production for "Madame Sans Gene."

With Napoleon as the central figure and Madame Sans Gene, the dominant figure throughout the story, the Famous Players-Lasky Corporation believes that in "Madame Sans Gene," produced against the actual backgrounds, it has the screen event of the new year.

The High Spots

Picture for yourself the gloriously gowned Gloria of "Zaza" and "Her Love Story," as the

A Masterpiece of Beauty

NOW comes the greatest Swanson clean-up ever offered exhibitors. You know what Gloria did with French roles in "Zaza" and "The Humming Bird." Here's Gloria playing the most celebrated French role of all times, a

From Laundress to

IN "Madame Sans Gene" (Madame "Devil May Care"), Miss Swanson attains the crowning point of her sensationally successful career thus far. The play is a classic of the stage, having been acted by the foremost feminine stars of every nation. The news already broadcast concerning this production has created a furor of interest, and you will find audiences ready made for this one. The play has been picturized upon a scale which

The Story in

CATHERINE HUBSCHER, known for her sharp and witty tongue as Madame Sans Gene (Madame Devil-May-Care), runs a laundry in Paris. One of her customers is Napoleon Bonaparte, then a shabby lieutenant, too poor to pay his laundry bills. Sans Gene likes him and steals laundry from her richer customers, though she is too full of bearing ambition

to respond to her attempts to flirt with him.

The French Revolution breaks out, and Sans Gene leads her laundry workers forth. In the midst of murdering, looting and dancing, she meets Lefebvre, a handsome sergeant. She flirts with him outrageously, revenging herself for Napoleon's coldness.

A few days later, Count de Niepperg, an Austrian

officer in the service of Queen Marie Antoinette, seeks refuge in Sans Gene's laundry from his foes. Sans Gene conceals him in her room. Lefebvre arrives in furious pursuit of Niepperg. By stratagem Lefebvre gets into the room and discovers Niepperg backed against the wall, pistol in his hand. His gallantry and loyalty to his Queen impresses the Sergeant, and he lets Niepperg go. Touched by this display of generosity, Sans Gene tells Lefebvre she loves him, and they are married.

Lefebvre rises rapidly, with Sans Gene following him to the wars, cheering him by her antics and good humor, entertaining and nursing the wounded. When Napoleon is crowned King and Emperor, Lefebvre is made a marshal of France and Duke of Danzig. Thus the former washerwoman becomes a Duchess.

But the Duchess, still the same spitfire Sans Gene, is looked down upon by the snobbish ladies of Napoleon's court. Even her servants sneer at her, but she is more than a match for them all. Niepperg, on a mission for the Austrian Emperor, unexpectedly comes to Napoleon's

Catherine Hubscher (as Madame Sans Gene)
GLORIA SWANSON
 Napoleon Emile
 Lefebvre Charles
 La Rousotte Madeleine
 Niepperg Warwic
 Fouche Henry
 Caroline, Queen of France Arlette
 Eliza, Princess of Baden Renee
 Empress Marie Louise Suzanne
 Madame De Bulow Deni
 Savary, Minister of Police Jacques
 and 150 other artists

consents. Sans Gene at hands, presume Emperor of Au and declaring her overjoyed, reles wrote the letter As a reward of divorcing he

A MOUNT

SHEET

with Zukor and Jesse L. Lasky present
GLORIA SWANSON
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Screen play by Forrest Halsey
Directed by Leonce Perret
A Paramount Picture

Help You Sell the Picture to the Public.

ERB AS HEROINE OF THE CLASSIC, "MADAME SANS GENE"

e of Beauty and Drama

Swanson role packed with comedy, pep, fashion, love and stirring adventure. "Madame Sans Gene," filmed in Paris and the beauty spots of France on a spectacular scale, is Gloria Swanson's first costume picture.

laundress to Duchess!

Madame "Devil" for sumptuousness and artistry is unequalled even in previous Swanson releases. "Madame Sans Gene" unfolds, against a background of the romantic Paris of Napoleon's day, the tale of a young French laundress who by her wit and beauty rises spectacularly to become a power behind the throne. To call this a sure-fire box office knockout is putting it mildly! "Madame Sans Gene" is going to be the season's sensation.

e Story in Brief

for her sharp and her social crudities. Napoleon informs Lefebvre that unless Sans Gene conducts herself with proper decorum, he will order Lefebvre to divorce her and marry a certain Princess. Sans Gene, suppressing her fury, gives a wonderful reception and, thanks to the secret coaching of a faithful friend, behaves with perfect decorum until right at the end. Then, taunted to distraction by

and Sans announces the as revolution-made nobodies, no better, if as good, as herself.

Among those tongue-lashed by Sans Gene are Napoleon's sisters, and they go to him, demanding Sans Gene be sent away. He summons Sans Gene. She appears before him, armed with his old laundry bills, unpaid through all these years. When she flashes them at him, he is amused. She tells him she once loved him, but he was cold. He indicates that she might find him different, now.

While she is with Napoleon, word comes that Niepperg is in the Empress' apartments. Sans Gene restrains Napoleon from dashing out at once and killing the intruder. Nevertheless Napoleon orders Niepperg shot, sure the Austrian has been guilty of indiscretion with the Empress. Sans Gene declares the Empress is innocent, and offers to prove it, if Napoleon will delay Niepperg's execution until her plan is given a chance. He consents.

Sans Gene arranges that a letter fall into Napoleon's hands, presumably from the Empress to her father, the Emperor of Austria, begging him to recall Niepperg and declaring her undying love for Napoleon. Napoleon, overjoyed, releases Niepperg. (Sans Gene, of course wrote the letter herself.)

As a reward to Sans Gene, Napoleon says all talk of divorcing her from Lefebvre will be dropped. And



Gloria Swanson in the
Paramount Picture
"Madame Sans Gene"
Production Mat IPA

Gloria Swanson in 'Madame Sans Gene' A Real Screen Event

Produced in Paris with Charles
de Roche Heading Strong
Supporting Cast

(Synopsis Story)
MADAME Sans Gene," Gloria Swanson's new Paramount picture, which comes to the..... Theatre on, is a real screen event. The entire production was filmed in Paris with the cooperation of the French Ministry of Fine Arts.

Charles de Roche, Franco-American leading man, heads the cast playing in support of the star.

The story opens in a laundry on Rue St. Anne, where "Madame Sans Gene" does washing for the famous and obscure of Paris. Among the latter is young Napoleon Bonaparte with cast political ideas but a very scanty income.

Sans Gene launders for Bonaparte never asking or taking money until he becomes Emperor of France. Several years later Lefebvre, an army sargent, who has married Sans Gene, distinguishes himself in the Army of Napoleon Bonaparte and is awarded the baton of Field Marshal by the emperor. A title—Duchess of Dantzic—gives Sans Gene a place in Napoleon's court, but the rigid formality of court life proves irksome to the pretty little laundress-duchess, who repeatedly, although innocently enough, breaks some

PUTTING IT OVER RIGHT

If there are any French people in your town, by all means get in touch with them personally about "Madame Sans Gene." Knowledge of and love for this comedy classic have been born in them and they will leap at the chance to see it on the screen and tell others they must see it.

The reputation of the play also gives you a chance to tie up with all local dramatic societies, literary clubs, schools, etc. (It is important, however, to get over with the people in your town, who might not be interested in "Sans Gene" from that angle that the picture is a great comedy, as hilariously funny a piece of work as Gloria Swanson did in "Man-handled.").

Full cooperation was lent by the French Government in filming "Sans Gene." The result is that many buildings and articles of intense historical importance and interest appear as settings. For instance, you see Gloria in the real bed in which Marie Antoinette once slept. You see action taking place in the very rooms where Napoleon lived and worked. A list of these historical relics which are in the picture appears elsewhere in this press sheet. You can also get photographs of them in the de luxe program Paramount has issued on "Sans Gene." Get hold of this program and either have photostatic copies of the relics made, with descriptions, or tear out the pages and put them in your lobby frames.

Be sure to look at the herald on "Sans Gene." It is an exquisite piece of art embossing, with Gloria's real signature on it and ample room for your theatre name on the back. Easily worth the money. Also ask your ad sales manager at the exchange to show you the special post cards containing Gloria's latest portrait, made in Paris, and a message in her handwriting reading, "I am sending you my photograph from Paris. Gloria Swanson." The 24-sheet would make an excellent cut-out to put above your marquis.

Grosset & Dunlap have published a special 75-cent edition of the novel, "Madame Sans Gene." The jacket contains a photograph of Gloria

Leonce Perret, prominent French motion picture producer.

Co-authors

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Scenarist

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Get This

"Madame Sans Gene" was produced with the cooperation of the Fine Arts Ministry of the French government!

Through the assistance of French government officials, and museum directors, many of the existing articles of dress and jewelry, which were the personal properties of Napoleon Bonaparte, Empress Josephine and Empress Marie Louise, were used during the filming of the production.

The famous costume "Du Sacre," the uniform worn by Emperor Napoleon, when he and Josephine were crowned at Notre Dame Cathedral, and which has been kept in a remarkable state of preservation, is one of the many antiques treasured by the French which was loaned to Paramount. Snuff boxes with the imperial "N" set in jewels, which were the vogue when Napoleon held France's throne, were borrowed from museums and private collectors.

A watchfob set with an emerald, which is recognizable in many paintings of Bonaparte, supposed to be the gift of a vanquished Khedive of Egypt, a plumed fan worn by Marie Louise of Austria at the emperor's first court reception following their marriage, and several reticules carried on the arms of famous women of the court have found their places in the atmosphere of genuineness which Paramount has created.



Gloria Swanson
in the
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With Napoleon as the central figure and Madame Sans Gene, the dominant figure throughout the story, the Famous Players-Lasky Corporation believes that in "Madame Sans Gene," produced against the actual backgrounds, it has the screen event of the new year.

The High Spots

Picture for yourself the gloriously gowned Gloria of "Zaza" and "Her Love Story," as the queen of a little back-street laundry shop in Paris, catering to the rich and poor alike of the French capital and treating her customers with such independence that she wins for herself the nickname, "Madame Sans Gene (Madame Devil May Care)."

One of her customers is Napoleon, at this time considered by his associates a mere nobody. Too poor to pay his bills, it may be said of him that though he forgot his bills, even when he became emperor he never forgot Sans Gene.

The big scene at the beginning of the picture is the outbreak of the French Revolution. Imbued with the spirit of recklessness that takes hold of Paris, Sans Gene declares a holiday and takes her washerwomen to Vauxhall to dance. Here she flirts outrageously with Sergeant Lefebvre (de Roche), whom she later marries.

Other big scenes show Sans Gene right in the thick of the fighting, when the Republicans capture the residence of Louis XVI; Sans Gene hiding Count de Neipperg, an Austrian officer, in her home when Lefebvre and his men come in search of him.

For three years Sans Gene travels with her husband in the army from the Rhine to the Danube, soothing the wounded and dying, even fighting with the soldiers and is herself wounded.

These and a hundred others.

From Laundry to L

IN "Madame Sans Gene" (Madame "Devil May Care"), Miss Swanson attains the crowning point of her sensationally successful career thus far. The play is a classic of the stage, having been acted by the foremost feminine stars of every nation. The news already broadcast concerning this production has created a furor of interest, and you will find audiences ready made for this one. The play has been picturized upon a scale which

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Lefebvre rises rapidly, with Sans Gene following him to the wars, cheering him by her antics and good humor, entertaining and nursing the wounded. When Napoleon is crowned King and Emperor, Lefebvre is made a marshal of France and Duke of Danzig. Thus the former washerwoman becomes a Duchess.

But the Duchess, still the same spitfire Sans Gene, is looked down upon by the snobbish ladies of Napoleon's court. Even her servants sneer at her, but she is more than a match for them all. Neipperg, on a mission for the Austrian Emperor, unexpectedly comes to Napoleon's court and reviews his acquaintance with Sans Gene and her husband. Empress Marie Louise, wife of Napoleon, is at once attracted to the handsome Neipperg.

The ladies of the court, determined to ruin Sans Gene, induce Napoleon to order her to give a grand reception at Compiègne, hoping in this way to show her up in all

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Catherine Hubscher

Napoleon
Lefebvre
La Rousotte
Neipperg
Fouche
Caroline, Queen of Naples
Eliza, Princess of Baden
Empress Marie Louise
Madame De Bulow
Savary, Minister of Police
and 1,500 other artists

nc. Sans-Gen GLORIA S
.....En
.....Charles
.....Madelei
.....Warw
.....Henry
.....Arlett
.....Renée
.....Suzanne
.....Der
.....Jacqu
other artists

"Madame Sans Gene" Is the Picture at its Best

Being a confidential report by Paramount's
Gloria Swanson's French Comedy

AT last "Madame Sans Gene" has been seen in America.

A distinguished company of stars, directors and officials of the Famous Players-Lasky Corporation, viewed the picture in rough form in the projection room at the Paramount Long Island studio recently and now the entire organization is buzzing with the wonders of the picture.

"It is the triumphant climax of the triumphant career of Gloria Swanson," said Jesse L. Lasky, first vice-president of Famous Players-Lasky Corporation. "The plaudits, which were given her on her return to America, will be redoubled by the American people, when this picture is shown publicly. It is a new Gloria, a great Gloria, a Gloria with all the artistry, charm and power which were foreshadowed by her performances in 'Zaza' and 'The Humming Bird.' It is the greatest picture Gloria Swanson has ever made; it is one of the greatest pictures that have ever been made.

"I have seen Mme. Simone, Rejane and other great artists of the stage

play the role of the laundress, who became the Duchess of Danzig. Gloria Swanson's performance in the part will live with the greatest of these.

"Not only is this picture a triumph in acting and beauty, but it also has a great value in its historic authenticity. The American people can never be grateful enough to the French Ministry of Fine Arts for allowing us to see this picture. The actual costumes that saw the rise and fall of Napoleon I. Not only do the French Government allow us to use all of these historic places, but it also gave us every assistance in the way of supplying us with the articles used by Napoleon and the Court of the First Empire.

"Thus we see Napoleon's coat of arms, the costumes of the First Empire, the bed of Marie Antoinette, the palaces and grounds of Fontainebleau, Malmaison, Compiègne. Never before have these been shown on the screen; in 'Madame Sans Gene' they are the background against which we tell a historic story

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Story in Brief

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Cast
 ne. Sans-Gene),
GLORIA SWANSON
 Emile Drain
 Charles de Roche
 Madeleine Guitty
 Warwick Ward
 Henry Favieres
 Arlette Marchal
 Renee Heribelle
 Suzanne Bianchetti
 Denise Lorys
 Jacques Marney
 other artists

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 Sans Gene arranges that a letter fall into Napoleon's hands, presumably from the Empress to her father, the Emperor of Austria, begging him to recall Niepperg and declaring her undying love for Napoleon. Napoleon, overjoyed, releases Niepperg. (Sans Gene, of course wrote the letter herself.)
 As a reward to Sans Gene, Napoleon says all talk of divorcing her from Lefebvre will be dropped. And Sans Gene says to her husband, "Let's go to bed; I feel as though I'd done a hard day's wash."
 Gloria flirting with Napoleon. Gloria flaunting Napoleon. Gloria mimicking the stiff-necked ladies of the court—here are some of the comedy high-spots.

Gene Is the Motion Picture at its Best—Jesse L. Lasky

report by
 Swanson's first vice-president of French Comedy Classic

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Gloria Swanson in the
 Paramount Picture
 'Madame Sans Gene.'
 Production Mat IPA

Gloria Swanson in 'Madame Sans Gene' A Real Screen Event

Produced in Paris with Charles de Roche Heading Strong Supporting Cast

(Synopsis Story)
MADAME Sans Gene," Gloria Swanson's new Paramount picture which comes to the.....

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Charles de Roche, Franco-American leading man, heads the cast playing in support of the star.

The story opens in a laundry on Rue St. Anne, where "Madame Sans Gene" does washing for the famous and obscure of Paris. Among the latter is young Napoleon Bonaparte with cast political ideas but a very scanty income.

Sans-Gene launders for Bonaparte never asking or taking money until he becomes Emperor of France. Several years later Lefebvre, an army sargent, who has married Sans Gene, distinguishes himself in the Army of Napoleon Bonaparte and is awarded the baton of Field Marshal by the emperor. A title—Duchess of Dantzig—gives Sans Gene a place in Napoleon's court, but the rigid formality of court life proves irksome to the pretty little laundress-duchess, who repeatedly, although innocently enough, breaks some of the sacred rules of what to say and how to act in court.

Severe as the Emperor would like to be censuring Sans-Gene, she manages to win more than a smile from him by her imitations of the stiff and stately women of the court—an episode that is bound to recall one of the most amusing scenes in her great success, "Manhandled." And it is by thus establishing herself so strongly with Bonaparte that Sans-Gene is enabled to take a dominant part in the domestic riff between Napoleon, Empress Louise and a certain Count Neipperg, the climax of the great play.

The Empress is seemingly mixed up in an affair with Neipperg and has been ordered to leave the country by Napoleon. In confidence, the Count tells Sans Gene that the Empress has sent word that she wants to see him before she leaves, and that he intends risking his life to carry out her wish. She warns him to be careful and when word is brought to the Emperor that he is entering the castle by a secret staircase, Sans Gene manages to straighten out matters by faking a letter from the Empress to her father in Austria, requesting him to recall Neipperg and professing her love for Napoleon. The Count is pardoned and Sans Gene finds herself more firmly established than ever in the Emperor's favor.
 Leonce Perret directed.

must see it.

The reputation of the play also gives you a chance to tie up with all local dramatic societies, literary clubs, schools, etc. (It is important, however, to get over with the people in your town, who might not be interested in "Sans Gene" from that angle that the picture is a great comedy, as hilariously funny a piece of work as Gloria Swanson did in "Manhandled.")

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Grosset & Dunlap have published a special 75-cent edition of the novel, "Madame Sans Gene." The jacket contains a photograph of Gloria Swanson and text matter tying up with the picture. There are eight illustrations from the photoplay inside. Get in touch with your local bookseller for some cooperative ad- vertising.

There is an obvious tie-up with laundries in the picture, as Gloria has the role of the proprietress of a laundry and there are many stills showing her working in her establishment. However, publicity of this sort should be handled in a careful, dignified manner in keeping with the picture.

Have your department store run a window of laundry baskets, brooms, scrub brushes, soap, etc. Together with some stills of the picture.

Have your local agents for vacuum cleaners advertise: "Madame Sans Gene toiled over a wash board and became a Duchess. But now times have changed. Now you merely become rheumatic."

Get some stills of the beautiful Empire costumes Gloria wears in the picture. The advance information from Paris is that the Empire styles are coming in again. Tie up with your department stores and modiste shops with displays of these styles and this news.

Tease them by getting out a big ad on "Sans Gene" entirely in French. Don't worry. They read it! Or have it read for them.



SPREAD THE GREAT NEWS WITH



PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

GLORIA SWANSON

IN

"Madame Sans Gene"

AND now another name takes its place beside the famous "Sans Genes" of history—Gloria Swanson.

Gloria a thousand times more wonderful than in "The Humming Bird" or "Manhandled," as the devil-may-care laundress who rose to Duchess and became the sensation of Napoleon's court.

THIS production was screened in Paris with the cooperation of the French government and of the Ministry of Fine Arts.

The celebrated French director, Leon Perret, produced it, and many of the leading French stage celebrities appear in it.

Four-column Newspaper Advertisement 4A

ADOLPH ZUKOR and JESSE L. LASKY PRESENT

GLORIA SWANSON

IN

Madame Sans Gene

A Paramount Picture



NEVER was Gloria so gloriously alluring and vivacious as she is in "Madame Sans Gene."

A magnificent production of the world-famous play by Victorien Sardou and Emile Moreau. Made in France by Leon Perret, noted French director. Screen play by Forrest Halsey, scenarist of "Manhandled."

Service or DeLuxe trailer

You can secure both a Service and DeLuxe Trailer on "Madame Sans Gene."

The prices of all trailers have been materially reduced. The Service Trailer is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter cost \$2.50. Refund of \$1 if returned within 2 weeks. Thereafter cost \$12.50.

DeLuxe Trailers are 200 feet long. Refund of \$5 if returned within 3 weeks.

There is a special price of \$5 net for all DeLuxe Trailers to regular subscribers to National Screen Service.

This monthly service may be had for a nominal sum. Paramount exchanges no longer carry trailers. Order direct from National Screen Service, Inc. See price list on Page 6, for list of their branch offices.

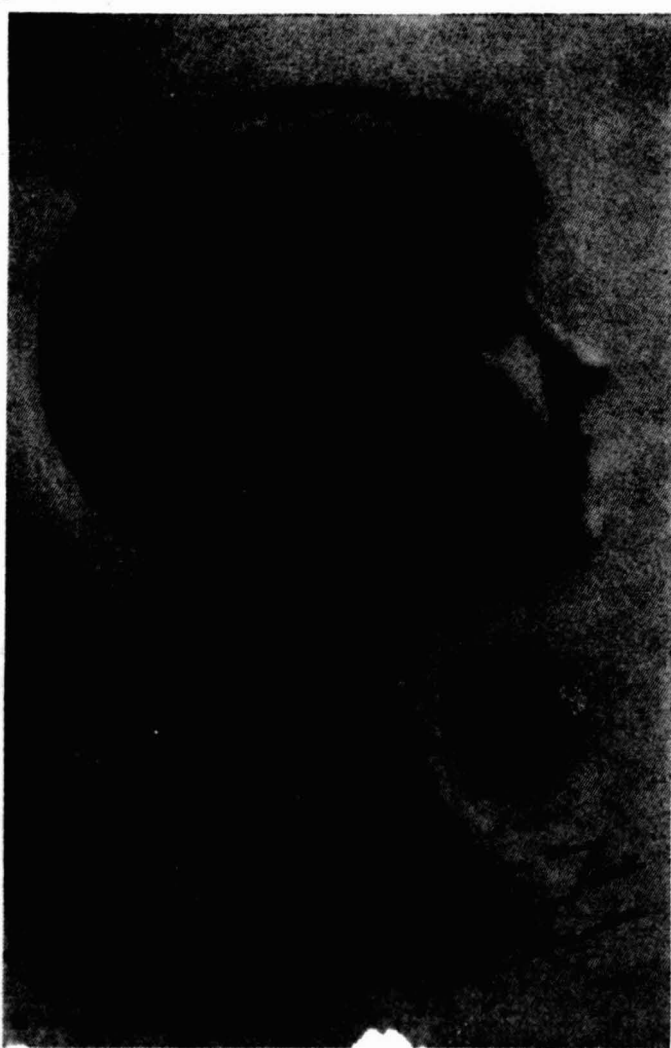
NEWS WITH THESE GREAT ADS



PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



Special Three-column Strip Advertisement 3AX



THE Divine Gloria reaches the high spot of her career in this elaborate production of the famous French comedy classic.

One-column Press Ad 1A

A Post Card issued on this production. Same size as cut.

Other side contains mailing form, in French style.

Only \$3.00 per 1,000. See a sample.

Note the extra line of advertising material on this picture. Paramount has the ammunition — it's up to you to fire the shots!

Mesdames et Messieurs: Nous avons l'honneur de vous informer que la presentation premiere du film tire de la fameuse piece de Victorien Sardou et de Emile Moreau "Madame Sans Gene" aura lieu au theatre Rivoli, le Vendredi dix sept Avril 1925, a huit heures trente. La divine Gloria, maintenant la Marquise de la Falaise de la Coudray, joue le role principal. Le Marquis et la Marquise ainsi que de nombreux notables de France et d'Amerique assisteront a cette performance de gala. Les billets peuvent etre obtenus par correspondance, et sont au prix de \$5.00 par personne. (Toutes les places seront reservees.) "Madame Sans Gene" fut filme sous la protection du Ministere des Beaux Artes et du Government Francais. "Madame Sans Gene" est un film Paramount.

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ce may be had for a nominal sum.
ges no longer carry trailers. Order
Screen Service, Inc. See price list

“

IN

Madame Sans Gene

AND now another name takes its place beside the famous “Sans Genes” of history—Gloria Swanson.

Gloria a thousand times more wonderful than in “The Humming Bird” or “Man-handled,” as the devil-may-care laundress who rose to Duchess and became the sensation of Napoleon’s court.

THIS production was screened in Paris with the cooperation of the French government and of the Ministry of Fine Arts.

The celebrated French director, Leonce Perret, produced it, and many of the leading French stage celebrities appear in it.

Four-column Newspaper Advertisement 4A



NEVER was Gloria so gloriously alluring and vivacious as she is in “Madame Sans Gene.”

A magnificent production of the world-famous play by Victorien Sardou and Emile Moreau. Made in France by Leonce Perret, noted French director. Screen play by Forrest Halsey, scenarist of “Manhandled.”

Two-column Supplementary Press Ad 2ASX



Gloria Swanson and Warwick Ward in a scene from the Paramount Picture “Madame Sans Gene”

Two-column Production Mat 2P

Service or DeLuxe

You can secure both a Service and on “Madame Sans Gene.”

The prices of all trailers have been m. The Service Trailer is 75 feet long and the first 4 months after release date. R. returned within 2 weeks. Thereafter cost \$2.50. Refund of \$1 if returned wi

DeLuxe Trailers are 200 feet long Refund of \$5 if returned within 3 weeks

There is a special price of \$5 net Trailers to regular subscribers to Natio vice.

This monthly service may be had for Paramount exchanges no longer carry direct from National Screen Service, Inc. on Page 6, for list of their branch offices.



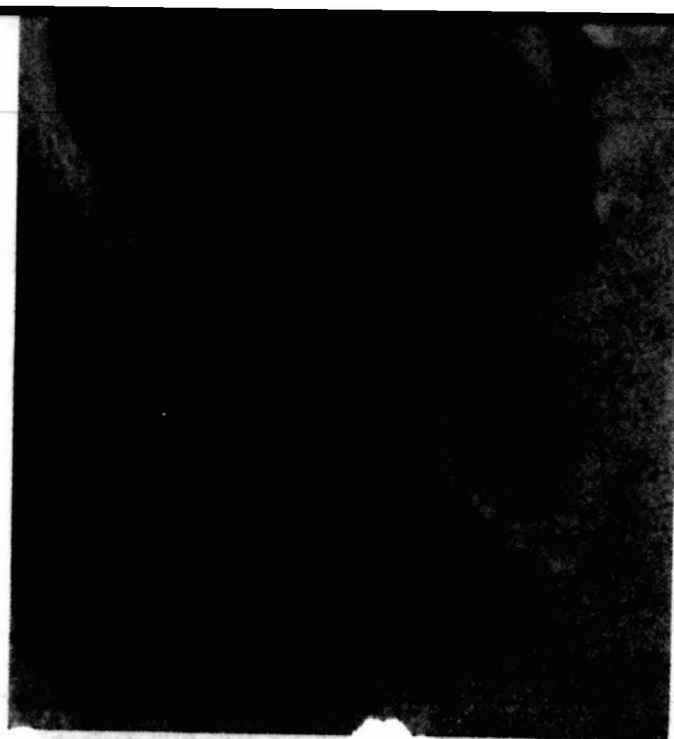
Gloria Swanson and Charles de Rochefort in a scene from the Paramount Picture “Madame Sans Gene”

Three-column Production Mat

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ADOLPH ZUKOR &
JESSE L. LASKY
PRESENT

GLORIA
SWANSON
in
'Madame
Sans Gene'

THE Divine Gloria
reaches the high
spot of her career in
this elaborate produc-
tion of the famous
French comedy classic.

One-column Press Ad 1A

A Post Card issued on this production.
Same size as cut.

Other side contains mailing form, in
French style.

Only \$3.00 per 1,000. See a sample.

Note the extra line of
advertising material on
this picture. Paramount
has the ammunition—
it's up to you to fire the
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DeLuxe trailer

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French Teaser Ad Arouses N.Y.

Displayed in all the New York papers, the above ad helped to fill the Rivoli Theatre to the rafters at \$5.00 a seat. Here is the English translation of the above:

Ladies and Gentlemen: We have the honor to announce that the first performance of the motion picture made from the famous play of Victorien Sardou and Emile Moreau, "Madame Sans Gene," will take place at the Rivoli Theatre, Friday, April 17, 1925, at eight thirty o'clock. The Divine Gloria, now the Marquise de la Falaise de la Coudray, plays the chief role. The Marquis and Marquise, and also a number of notables of France and America, will be present at this gala performance. Tickets can be obtained by application and are \$5.00 each. (All seats are reserved.) "Madame Sans Gene" was filmed with the cooperation of the Ministry of Fine Arts of France and of the French Government. "Madame Sans Gene" is a Paramount Picture.

You can use a slight variation of this ad for your own showing. Consult with any Frenchman and make the necessary changes for local application.



and Charles de Roche in a scene from the
Picture
Three-column Production Met 3P

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ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

GLORIA SWANSON

in

Madame Sans Gene

GLORIA SWANSON playing the most celebrated of all French roles!

Gloria Swanson in the famous French comedy classic, screened in France against a background of royal palaces and rare art treasures!

Gloria Swanson dancing, clowning, mimicking, loving, thrilling as never before!

Gloria Swanson more beautiful, more popular, more glorious than ever!





Here is Gloria Swanson's

Playing Dates,
Other Features

Theater

The above is the Seven-column (Full Page) Newspaper Advertisement 7A.

G LORIA SWANSON playing the most celebrated
of all French roles!

Gloria Swanson in the famous French comedy classic,
screened in France against a background of royal palaces
and rare art treasures!

Gloria Swanson dancing, clowning, mimicking, lov-
ing, thrilling as never before!

Gloria Swanson more beautiful, more popular, more
glorious than ever!



*From the play by Victorien Sardou and
Emile Moreau—Directed by Leonce
Perret—Screen play by Forrest Halsey*

Gloria Swanson's Greatest Triumph!

Name

**Playing Dates,
Other Features**

isement 7A. Mats 50c at your Paramount Exchange.



Gloria Swanson in "Madame Sans Gene" LET'EM KNOW AND HOUSE

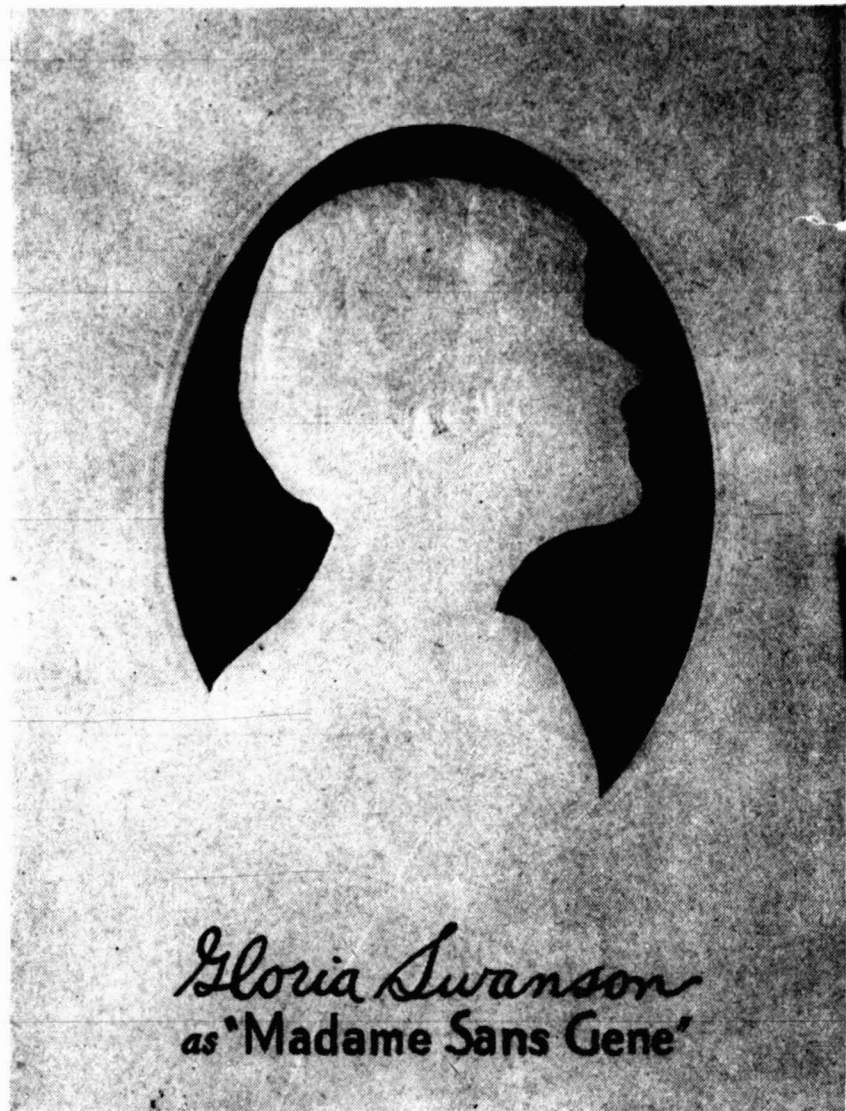
Paramount has never issued such a complete and wonderful line

Special Four-Page Embossed Herald

If this isn't the classiest herald you've ever seen, we don't know what class is.

The cut on the right shows the cover, the original of which is handsomely embossed and moulded in a gorgeous cameo effect, and strikingly colored.

Here's something your patrons will keep for many moons. It's decidedly worth framing.



Double-
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Just SE
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A Swanson Classic



Gloria Swanson
IN
"Madame Sans Gene"

Four-Page Roto Magazine

To the right is a greatly reduced illustration of the new-style Roto Magazine cover. Actual size is 10½ x 14½ inches.

If this isn't a sure theatre-filler, we don't know what is. They'll eat it up, hook, line and sinker.

And the tie-up possibilities!

See a sample at your exchange, and ask your local Ad Sales Manager to explain how you can make the blank space on the back page pay the entire cost and more.

A thousand for only \$7.50.

Don't overlook this in planning your campaign.

on in "Madame Sans Gene"

HOUSE RECORDS WILL GO!

complete and wonderful line of advertising aids. Use everything!



Herald in Color

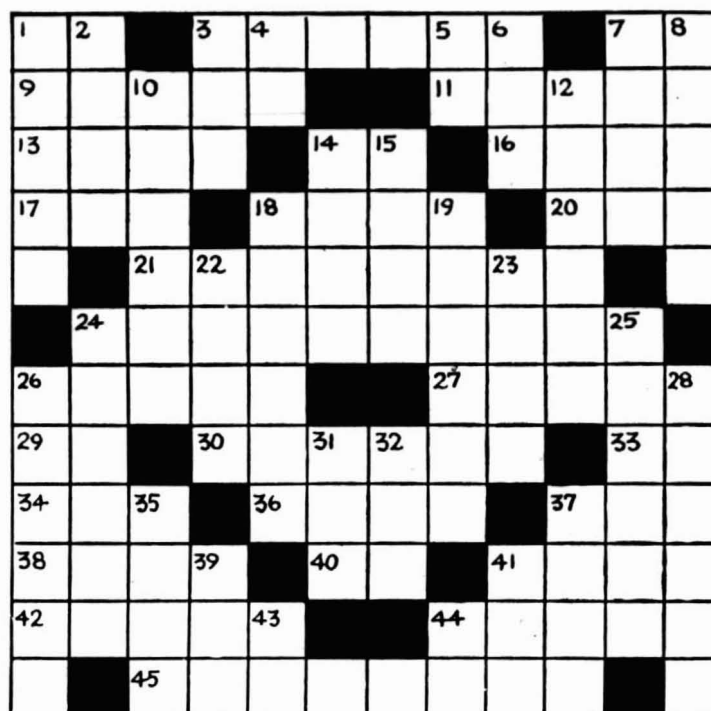
Double-page center spread contains many stunning poses of Gloria, with good sales talk.

Back page is blank for your theatre name, play dates and extra copy.

A thousand cost you only \$6.00, and that is easily the biggest six dollars' worth you'll ever get.

Just SEE a sample of this herald—it will sell itself!

CROSS WORD PUZZLE



HORIZONTAL

1. A printer's measure.
3. First name of well-known moving picture star.
7. Company (abbr.).
9. Forbidden.
11. A silver coin of Siam.
13. Handle of a sword.
14. Accomplish.
16. English title.
17. Girl's name.
18. Slang for break.
20. Born.
21. Possessive form of the last name of well-known moving picture star.
24. Cessation of activity.
26. Tempest.
27. Brilliance, glory.
29. This (French) (abbr.).
30. French for Missus.
33. Towards.
34. Skill.
36. Short slumbers.
37. Nothing.
38. A winding apparatus.
40. Myself.
41. A dunce or jester.
42. More free.
44. Middle, intervening.
45. Without constraint (French).

VERTICAL

1. Science of Ethics.
2. Young girl.
3. Received.
4. Behold.
5. The thing.
6. To feel ill.
7. To guard.
8. More aged.
10. To sprout or shoot (combining form).
12. The British funded government (sing. form).
14. Name of a well-known fountain pen.
15. A mountain in Thessaly.
18. A drummer.
19. A symbol (Pl.).
22. Tepid.
23. Pleasant, charming.
24. One who stares.
25. A country or people.
26. Veils or shawls.
28. One who tolls a gong.
31. To obstruct.
32. A large monkey.
35. Part of a golf course (pl.).
37. Part of the face.
39. Meadow, pasture.
41. Swampy or boggy land.
43. Registered Nurse (abbr.).
44. A pronoun.

MIME SANS GENE

Two-column Press Advertisement 2AX

oto Magazine

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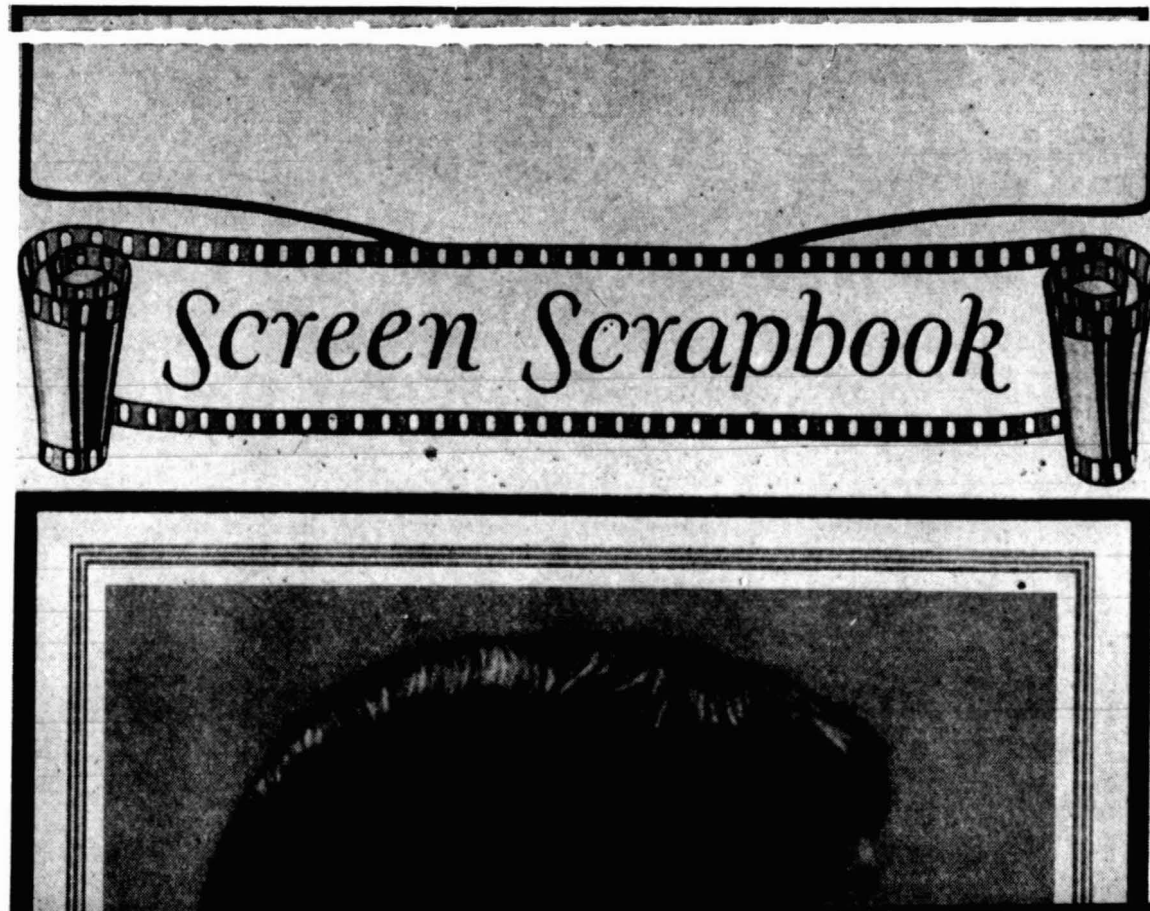
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Here's something your
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framing.

Gloria Swanson
as 'Madame Sans Gene'

dates and

A thousand

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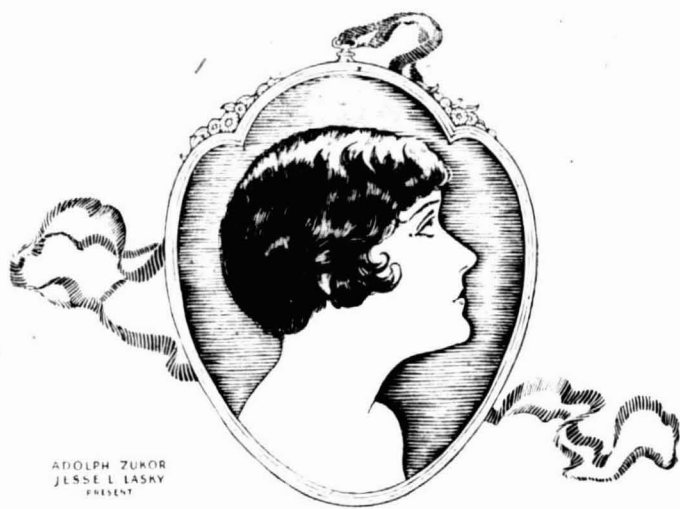
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you'll ever

Just SEE

herald—it

A Swanson Classic



Gloria Swanson

IN
"Madame Sans Gene"

A Paramount Picture

THE most celebrated of all French
plays is now the greatest of all
Swanson triumphs.

Filmed in Paris and the beauty spots
of France on a spectacular scale. With
a distinguished cast.

Two-column Press Advertisement 2A

Four-Page Roto Magazine

To the right is a greatly reduced
the new-style Roto Magazine cover.
10½ x 14½ inches.

If this isn't a sure theatre-fill
know what is. They'll eat it up, ho
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And the tie-up possibilities!

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Gloria Swanson

IN
"Madame Sans Gene"

A Paramount Picture

Pure

Two-column Supplementary Press

24S

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

GLORIA SWANSON

IN



"Madame Sans Gene"

Paramount
Picture

Special Four-column Strip Advertisement 4AX

A thousand cost you only
\$6.00, and that is easily the
biggest six dollars' worth
you'll ever get.

SEE a sample of this
't will sell itself!

| HORIZONTAL | | VERTICAL | |
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| 1. A printer's measure. | 24. Cessation of activity | 1. Science of Ethics | 23. Pleasant, charming |
| 3. First name of well-known moving picture star. | 26. Tempest | 2. Young girl | 24. One who stares |
| 7. Company (abbr.) | 27. Brilliance, glory | 3. Received | 25. A country or people |
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| | 44. Middle, intervening | 19. A symbol (Pl.) | |
| | 45. Without constraint (French) | 22. Tepid | |

MME. SANS GENE

Two-column Press Advertisement 24X

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Gloria Swanson in "Gene"

"Madame Sans Gene"

A Paramount Picture

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GLORIA SWANSON in
"Madame Sans Gene" (Madam Devil May Care)
A Paramount Picture



ADVANCE PUBLICITY STORIES

'Madame Sans Gene' Gloria's Most Colorful Screen Role

Latest Paramount Picture, Directed by Leonce Perret,
Filmed in France in its Entirety

(Synopsis Story)

IT'S here at last! "Madame Sans Gene," Gloria Swanson's newest Paramount picture, which opens tomorrow at the Theatre. "Madame Sans Gene," produced in Paris by Leonce Perret with the cooperation of the Fine Arts Ministry of the French government, was adapted for the screen by Forrest Halsey, who wrote the screen play, "The Humming Bird," etc., from the French comedy stage classic by Victorien Sardou and Emile Moreau.

Gloria's role is that of Catherine Hubscher, who manages a laundry shop in a little back street of Paris. It is through the independent manner in which she treats her customers that she wins for herself the nickname Madame Sans Gene (Madame Devil May Care).

One of her customers is none other than Napoleon, at this time "the Little Corporal." The time is the early days of the French Revolution.

One day Count de Neipperg, a young Austrian officer fighting on the Royalist side, rushes into Catherine's shop, begging a few moments' shelter. He has been wounded and is pursued by a crazy mob of patriots. Catherine hides him, and later, with the help of Sergeant Lefebvre, whom Catherine has promised to marry, the Count successfully makes his escape. In the course of time Catherine and Lefebvre are married.

Napoleon Becomes Emperor

The passing years work great changes in France. Napoleon makes himself Emperor; and Lefebvre, having proved his courage and daring on the battlefields, is now a Marshal of France. His manners have taken polish rapidly and he finds little difficulty in adapting himself to the new environment.

But poor Sans Gene does not fare so well. She is ill at ease in the atmosphere of royalty; the dignity of her position—she is now the Duchess of Danzig—proves irksome, and she is constantly making some terrible break. All in all, her behavior for a duchess is truly deplorable. As a result she incurs the displeasure of the court in general and of the Emperor's sisters in particular. Word of her unbecoming conduct finally reaches Napoleon, who summons her to appear before him.

On the Carpet

As Catherine is about to set forth to receive the royal lecture, Count de Neipperg suddenly appears to bid her and Lefebvre farewell. He has

been ordered to leave France forever by Napoleon because the Emperor has discovered that the Count loves the Empress Louise. In confidence the Count tells Catherine that the Empress has sent word that she wants to see him before he leaves, and that he intends risking his life to carry out her wish. Catherine, after warning him to be careful, goes to see the Emperor.

Napoleon, at first, reprimands her harshly, but when Sans Gene recalls the old days to him and reminds him of her many kindnesses to him, he quickly forgives her. In fact, Catherine actually makes the Emperor laugh by imitating for him the stiff bows and gestures of the lords and ladies. He promises her that he will see to it that she is treated with more consideration hereafter.

Sans Gene Saves the Day

Gratefully, Sans Gene starts to leave, when one of the royal guards brings word to Napoleon that Count de Neipperg is entering the palace by a secret staircase. Motioning Catherine to hide, the Emperor catches the Count as he is about to enter the door of the Empress' apartment.

What happens after that—how Sans Gene prevents Napoleon from committing a grave diplomatic blunder—how the Emperor is brought to the realization that his suspicions are entirely unfounded, brings "Madame Sans Gene" to a fitting climax. Charles de Roche heads the strong cast appearing in support of Miss

REVIEWS

"Madame Sans Gene"

PRODUCERS have road-showed pictures of far less merit than Gloria Swanson's new production for Paramount, "Madame Sans Gene," which is the feature of the Theatre all this week.

"Madame Sans Gene," written for the screen by Forrest Halsey and directed by Leonce Perret, is based on the stage success of the same name by Victorien Sardou and Emile Moreau, that for the past thirty years has enjoyed an international reputation as the starring vehicle for the greatest actresses of America and the Continent.

"Filmed with the cooperation of the Fine Arts Ministry of the French government," reads a subtitle in the production—and one can readily realize what this cooperation really meant to Paramount, when he sees the lavishness and care of detail with which this "gorgeousest" of all Gorgeouse Gloria's pictures has been staged.

The story is one of a pretty little flirt, who runs a laundry in a back street in Paris. "Madame Sans Gene" (Madame Devil May Care), they call her because of the free and easy manner in which she treats her customers, rich and poor alike,—one of the latter being Napoleon, when the Little Corporal was just—a little corporal.

The French Revolution brings about a change in fortunes. Napoleon has placed himself on the throne of France, and Catherine Hubscher (Miss Swanson), now married to Lefebvre, one of Napoleon's sergeants, finds herself a Duchess with a rightful place in the Court of France, when the Emperor promotes her husband to the rank of Marshal of France and bestows upon him the title of Duke of Danzig.

But the Duchess is still the same spit-fire Sans Gene and is looked down upon by the snobbish ladies of the court, but she is more than a match for them all—imitating their stiff bows and gestures to the amusement of the great Napoleon himself.

The remainder of the picture is taken up with the amusing manner in which Sans Gene through her wit and the aid of several unpaid laundry bills straightens out a marital rift between Napoleon and the Empress and so establishes herself more firmly than ever in the Emperor's good graces.

Charles de Roche has the role of Sergeant Lefebvre, and Emile Drain plays Napoleon.

(Review No. 2)

"Madame Sans Gene," Gloria Swanson's latest Paramount production and the one and only motion picture to play on Broadway at five dollars a seat, arrived in yesterday at the Theatre.

The picture, filmed in France, unfolds, against a background of the Paris of Napoleon's day, the tale of a young French laundress, who by her wits and beauty rises spectacularly to become a power behind the throne.

The play is a classic of the stage.

Meet the Marquis de la Falaise de la Coudraye

AN intimate description of the Marquis de la Falaise de la Coudraye, whose marriage to Gloria Swanson, star in Paramount pictures, took place in Paris recently, is given by Forrest Halsey, the playwright and scenario writer, who spent six months in Paris during the filming of Miss Swanson's newest picture, "Madame Sans Gene."

Mr. Halsey is the only person in the United States, who knows the Marquis intimately and what he has to say of him no doubt will be of interest to all motion picture devotees.

"I introduced the Marquis de la Falaise to Miss Swanson," explained Mr. Halsey. "In that way perhaps I might be considered the father of the romance. They consider me so, as I received a cablegram, signed by both of them, saying 'your children have done it.' Falaise first came into the unit to represent a number of young men of money, who were ambitious to invest in motion pictures in France. They were anxious to learn American methods. The first thing he asked us to do in the unit was to cut off his title; his chair on the set was marked: 'Mr. Falaise.' The blood of the Hennesseys which created business industry is strong in Falaise.

He worked with devotion and enthusiasm, being the first on the set and the last to leave. None of us thought the enthusiasm would continue, but it did and seemed to grow. Falaise does not resemble at all the traditional French Marquis; he looks like an athletic young Irish American. He has never been to America before but one of his great ambitions is to be taken for an American live-

One Sheet Poster

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youth, to which he was
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"The romance began
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were devoting themselves
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under very difficult cir-
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life. I think both you
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now; so does all Paris an-



STORIES, SPECIALS, REVIEWS



Westbound—Prince of Wales
Eastbound—Gloria Swanson

SO read the booking of the Imperial Suite, C. Deck, S. S. Berangia, the queen of the Cunard Line fleet, when Gloria Swanson set sail for France to film the Sardou-Moreau stage play, "Madame Sans Gene," for Paramount. Miss Swanson stepped right into the suite just vacated by the Prince of Wales and his party.

The suite comprises private dining room, living room, bed-room and bath, and with it goes private dining room service. Like the Prince, Miss Swanson took most of her meals in the public dining salon, however, utilizing the private dinner service only for two or three social functions to friends on board.

Incidentally, Miss Swanson received the benefit of all the extensive preparations made in the Prince's behalf.

"Madame Sans Gene" is a story of a little laundress, who becomes the darling and at the same time the despair of the court of France.

Charles de Roche is leading man in the picture.

Closes Today

The final showings of the Paramount picture, "Madame Sans Gene," starring Gloria Swanson, which opened a . . . days' run last . . . at the . . . Theatre, will take place there today.

"Madame Sans Gene" is based on the French stage success by Victorien Sardou and Emile Moreau and has to do with a flirtatious little French laundress, who becomes a Duchess and a power behind the throne of France in the days of Napoleon.

Charles de Roche heads the supporting cast.

SPECIAL STORY

"Madame Sans Gene"

The Story of Thirty Two Triumphant Years

THE appearance of Gloria Swanson in the screen version of "Madame Sans Gene" recalls the distinguished history, which this French comedy classic has enjoyed for over thirty years and the famous actresses, who have scored triumphs in the title role on the French, English and American stage.

"Madame Sans Gene" was the most successful play written by Victorien Sardou, and his favorite of all the ninety or more dramas bearing his name. Perhaps it was his predilection for the color and glamour of the Napoleonic era, for Sardou was born in Paris only sixteen years after the Battle of Waterloo and his father was an ardent personal admirer of the Little Corporal, that made this romance of Napoleon's washlady the best beloved of all Sardou's brain children.

Certainly when Sardou's young playwright-friend, Emile Moreau, came to him in Paris in 1893 with the request that the older man listen to a new play Moreau had just written about Napoleon, Sardou consented readily. Moreau had taken as his heroine a real woman, a Parisian orphan girl, Therese Figueuer, who had doffed her petticoats and, disguising herself in the uniform of a grenadier, entered Napoleon's army in 1793. Discovered to be a woman, she was nevertheless allowed to remain and followed Napoleon through all his major campaigns. She was wounded many times but lived to return to Paris and died peacefully in an asylum at the age of eighty-six.

How "Sans Gene" Was Written

When Moreau had finished his reading, Sardou cried, "Ah, but Therese was just one of a thousand vivandieres who followed the eagles into battle. What a play you could have made, had you taken, instead of this obscure vivandiere, the character of Catherine Hubscher, the regimental laundress, who later became the wife of Sergeant Lefebvre and a Duchess, when he won a title and a baton as marshal of France."

Moreau replied at once, "I will throw this play away, and we will write the other one together."

Sardou was of course not without knowledge of the pecuniary possibilities of producing a play about Napoleon at that particular time. For in 1893, a First Empire craze was prevalent throughout France. Books and plays about that era were very popular. First Empire gowns, furniture and pictures were the fad. Many of Napoleon's generals were publishing their memoirs. The time was ripe for a really great drama involving the romantic figure of Bonaparte.

And Sardou and Moreau, in "Madame Sans Gene," wrote it.

Both had Madame Rejane, premiere actress of France in mind as they wrote. When it was completed, she accepted it at once. It was planned to present it at Le Grand Theatre, at Paris, where Rejane always played, but this house suddenly failed financially, and the first performance took place on October 27, 1893 at the Vaudeville Theatre. Sardou was stage manager as well as author. He personally picked the supporting cast, designed many of the very elaborate settings, and coached the players. The play was an instantaneous success and enjoyed a long run.

Ran 600 Times in Paris

In 1900, at the time of the Paris World Exposition, "Madame Sans Gene" was revived, with Rejane again in the title role, and ran for over six hundred performances. A great banquet was given at the Restaurant Paillard, in the Champs Elysees, to celebrate the 600th performance. All the notables of France attended, with Madame Rejane presiding and Sardou on her right hand and Moreau on her left.

Previously, in 1895, Rejane and the original Parisian company had come to New York with "Madame Sans Gene," scoring a triumph at Ab-

"Mme. Sans Gene"

A Gloria Swanson Cinemasterpiece

First Motion Picture Ever to Play Broadway at Five Dollars a Seat

THE first motion picture ever to play on Broadway at five dollars a seat—that's the reputation "Madame Sans Gene," hailed as Gloria Swanson's cinemasterpiece, made for itself at its opening performance in New York. Moreover, the theatre was packed to the rafters for the occasion, with hundreds of unsuccessful applicants for seats and a crowd of several thousands giving the police a tussle outside the theatre in their efforts to get into the place and also to catch a glimpse of Miss Swanson and her French nobleman-husband, the Marquis de la Palaise de la Coudraye.

Manager . . . has booked "Madame Sans Gene" at the . . . Theatre for next . . . and . . .

Even for Gloria Swanson, whose screen efforts are always acted in elaborate settings and gowns, "Madame Sans Gene" is an unusually luxurious production. It was filmed in France, and the backgrounds include the palaces at Versailles, Fontainebleau and Compiègne, spots hitherto forbidden to motion picture directors. Gloria is seen sleeping in the actual golden bed of Marie Antoinette, flirting in the gardens where that unfortunate Queen conducted her amorous intrigues, and coquetting with Napoleon (Emile Drain) in the actual private chamber which the real Napoleon occupied. The results are said to be startlingly realistic in the extreme.

In "Madame Sans Gene" (Madame Devil-May-Care), Miss Swanson has the role of the witty, flirtatious little French laundress, who used to wash Napoleon's shirts for him, when he was an impecunious corporal, who married one of Napoleon's sergeants, and who was swept by the French Revolution into the title of Duchess and residence in Napoleon's court, where she alternately scandalized and sent into hilarious laughter the haughty lords and ladies, ending by saving the Empress's honor and winning for herself Napoleon's eternal gratitude.

Charles de Roche, the Pharaoh of Cecil B. DeMille's "The Ten Commandments," heads the cast playing in support of Miss Swanson. The picture was directed by Leonce Perret from Forrest Halsey's adaptation of the stage play by Victorien Sardou and Emile Moreau.

Gloria Here

From laundress to Duchess—

That's the jump made by Gloria Swanson, who comes to the . . . Theatre next . . . in the title role of the new Paramount picture, "Madame Sans Gene," a screen version of the stage play of the same name by Victorien Sardou and Emile Moreau.

The picture was filmed in France in its entirety, with the cooperation of the Fine Arts Ministry of the French government.

Leonce Perret directed. Forrest Halsey, who wrote the screenplay, "The Humming Bird" and others, made the adaptation.

Charles de Roche is leading man.

ferring the classic to a new medium, the screen, with great care and high resolve. The finest players in France were chosen for the supporting cast, including Emile Drain, the Comedie Francaise star and greatest impersonator of Napoleon of all times, and Charles de Roche, Franco-American screen star, known on these shores especially for his portrayal of the Pharaoh in "The Ten Commandments." The aid of the French-Government and the French Fine Arts Ministry was invoked and, when the dignified and artistic nature of the enterprise was explained, the aid was forthcoming. A celebrated French

Gloria SWANSON
MADAME
SANS GENE

One Sheet Poster

re business man. He carries American money in his pocket and it causes him highly, when paying a bill where he is not known to have a waiter take him for an American. Needless to say that his aristocratic family fail to understand this ambition. The truth of the matter is that the idle life of the Parisian gilded youth, to which he was born, never satisfied him and when the movies came along with a chance to turn his fresh energy into work, he found his che.

"The romance began very slowly between both Miss Swanson and Palaise as they were devoting themselves strictly to the business of making a picture under very difficult circumstances. Movie situations do happen in real life. I think both youngsters were deeply in love with each other without knowing it; well they know it now; so does all Paris and America."



GLORIA

SWANSON

in

"Madame
Sans Gene"

HERE is the picture
Gloria Swanson
made in France—the one
everybody has been talking
about.

A magnificent production
of the famous romantic
comedy.

With Gloria in her
greatest comedy-love

is pursued by a crazy mob of patriots. Catherine hides him, and later, with the help of Sergeant Lefebvre, whom Catherine has promised to marry, the Count successfully makes his escape. In the course of time Catherine and Lefebvre are married.

Napoleon Becomes Emperor

The passing years work great changes in France. Napoleon makes himself Emperor; and Lefebvre, having proved his courage and daring on the battlefields, is now a Marshal of France. His manners have taken polish rapidly and he finds little difficulty in adapting himself to the new environment.

But poor Sans Gene does not fare so well. She is ill at ease in the atmosphere of royalty; the dignity of her position—she is now the Duchess of Danzig—proves irksome, and she is constantly making some terrible break. All in all, her behavior for a duchess is truly deplorable. As a result she incurs the displeasure of the court in general and of the Emperor's sisters in particular. Word of her unbecoming conduct finally reaches Napoleon, who summons her to appear before him.

On the Carpet

As Catherine is about to set forth to receive the royal lecture, Count de Neipperg suddenly appears to bid her and Lefebvre farewell. He has

been ordered to leave France forever by Napoleon because the Emperor has discovered that the Count loves the Empress Louise. In confidence the Count tells Catherine that the Empress has sent word that she wants to see him before he leaves, and that he intends risking his life to carry out her wish. Catherine, after warning him to be careful, goes to see the Emperor.

Napoleon, at first, reprimands her harshly, but when Sans Gene recalls the old days to him and reminds him of her many kindnesses to him, he quickly forgives her. In fact, Catherine actually makes the Emperor laugh by imitating for him the stiff bows and gestures of the lords and ladies. He promises her that he will see to it that she is treated with more consideration hereafter.

Sans Gene Saves the Day

Gratefully, Sans Gene starts to leave, when one of the royal guards brings word to Napoleon that Count de Neipperg is entering the palace by a secret staircase. Motioning Catherine to hide, the Emperor catches the Count as he is about to enter the door of the Empress' apartment.

What happens after that—how Sans Gene prevents Napoleon from committing a grave diplomatic blunder—how the Emperor is brought to the realization that his suspicions are entirely unfounded, brings "Madame Sans Gene" to a fitting climax.

Charles de Roche heads the strong cast appearing in support of Miss Swanson in the picture. Emile Drain, of the Comedie Francaise, plays Napoleon; Suzanne Bianchetti has the role of the Empress Louise. Other big names are Warwick Ward, English leading man; Henry Favers, Renee Heribelle and Arlette Marchal.

From Laundress to Duchess For Gloria in "Sans Gene"

In "Madame Sans Gene" Gloria Swanson has probably the most difficult role ever attempted by her during her screen career, but according to all reports she has created for the screen a figure as great as the French actress Rejane did for the stage in the play by Victorien Sardou and Emile Moreau.

The Paramount picture, which was filmed entirely in Paris, comes to the Theatre on next for a run of days. The opening of the production finds Gloria as Catherine Hubscher, a French laundress who, through the fortunes of war—the French Revolution—finds herself the possessor of the title of Duchess and a place in the court of Napoleon, for whom she used to steal silk shirts from her wealthy customers, when the Emperor of France was a mere nobody.

Charles de Roche, the only member of the supporting cast with any motion picture experience in this country, has the leading man's role, that of a young sergeant who marries Sans Gene.

"Madame Sans Gene" was written for the screen by Forrest Halsey, who adapted all of Miss Swanson's recent successes.

Besides de Roche, Warrick Ward, popular English leading man; Emile Drain, probably the foremost portrayer of the character of Napoleon in the world today, appear in the cast.

rected by Leonce Perret, is based on the stage success of the same name by Victorien Sardou and Emile Moreau, that for the past thirty years has enjoyed an international reputation as the starring vehicle for the greatest actresses of America and the Continent.

"Filmed with the cooperation of the Fine Arts Ministry of the French government," reads a subtitle in the production—and one can readily realize what this cooperation really meant to Paramount, when he sees the lavishness and care of detail with which this "gorgeousest" of all Gorgeous Gloria's pictures has been staged.

The story is one of a pretty little flirt, who runs a laundry in a back street in Paris. "Madame Sans Gene" (Madam Devil May Care), they call her because of the free and easy manner in which she treats her customers, rich and poor alike,—one of the latter being Napoleon, when the Little Corporal was just—a little corporal.

The French Revolution brings about a change in fortunes. Napoleon has placed himself on the throne of France, and Catherine Hubscher (Miss Swanson), now married to Lefebvre, one of Napoleon's sergeants, finds herself a Duchess with a rightful place in the Court of France, when the Emperor promotes her husband to the rank of Marshal of France and bestows upon him the title of Duke of Danzig.

But the Duchess is still the same spit-fire. Sans Gene and is looked down upon by the snobbish ladies of the court, but she is more than a match for them all—imitating their stiff bows and gestures to the amusement of the great Napoleon himself.

The remainder of the picture is taken up with the amusing manner in which Sans Gene through her wit and the aid of several unpaid laundry bills straightens out a marital rift between Napoleon and the Empress and so establishes herself more firmly than ever in the Emperor's good graces.

Charles de Roche has the role of Sergeant Lefebvre, and Emile Drain plays Napoleon.

(Review No. 2)

"Madame Sans Gene," Gloria Swanson's latest Paramount production and the one and only motion picture to play on Broadway at five dollars a seat, arrived in yesterday at the Theatre.

The picture, filmed in France, unfolds, against a background of the Paris of Napoleon's day, the tale of a young French laundress, who by her wits and beauty rises spectacularly to become a power behind the throne.

The play is a classic of the stage, having been acted by the foremost feminine stars here and abroad.

Gloria, as Catherine Hubscher, nicknamed Madame Sans Gene (Madame Devil May Care), because of her free and easy way with her customers, runs a laundry in one of the back streets of Paris. One of her customers is Napoleon, when that individual is considered a mere nobody by his associates.

Sans Gene meets and falls in love with one Sergeant Lefebvre, played by Charles de Roche. With the French Revolution come many changes. The establishment of the first Empire puts Napoleon on the throne of France, makes Lefebvre a Marshal of France and finds Sans Gene, the one-time laundress, a Duchess.

Her high and haughty position, however, fails to change Sans Gene, and she goes about mimicking the icy court mannerism of the lords and ladies. She is called to account for her unbecoming conduct by the Emperor, but when Sans Gene recalls the old days to him and reminds him of her many kindnesses to him, he quickly forgives her.

The arrival of Count de Neipperg on a mission from the Austrian Emperor, serves to complicate matters not a little. Empress Marie Louise, wife of Napoleon, is at once attracted to the handsome Neipperg, and Napoleon is insanely jealous, suspecting the worst. He orders Neipperg thrown out of the castle, but Sans Gene saves him just in time from committing such a grave diplomatic error, shows him that his suspicions haven't a leg to stand on and so establishes herself more firmly than ever in his favor.

Even for Gloria Swanson, whose every picture is the last word in gorgeous gowns and luxurious settings, "Madame Sans Gene" is a truly deluxe production.

thusiasm, being the first on the set and the last to leave. None of us thought the enthusiasm would continue, but it did and seemed to grow. Falaise does not resemble at all the traditional French Marquis; he looks like an athletic young Irish American. He has never been to America before but one of his great ambitions is to be taken for an American live-

as both Miss Swanson were devoting themselves to the business of making under very difficult circumstances. I think both you deeply in love with each other now; so does all Paris and



ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

A
Paramount
Picture

From the play by
Directed by Leonce

Three-column Newspaper

"Madame Sans Gene" Most Magnificent Swanson Film

G LORIA Swanson's new Paramount picture, "Madame Sans Gene," the story of a French laundress, who befriended Napoleon in the days of his poverty and was remembered by him in his days of prosperity and power, opens at the Theatre tomorrow.

It was while Napoleon was a young lieutenant of artillery that he first met Catherine Hubscher. She had a laundry in the Rue St. Anne in Paris, and there the young officer took his soiled clothes. Incidentally, it was in this street during the recent war, that the American provost-marshal had his headquarters. Many an American soldier who went "A. W. O. L." spent several nights almost next door to the spot where Napoleon had his washing done.

Catherine was pretty and outspoken. She didn't know—and if she had known, probably would not have cared—that her impecunious customer was one day to be the greatest figure in the world. Napoleon lived at the Hotel des Patriots,

near her shop, and he well as other tradespeople. When he went dry one day, she was him for payment, when that his shoes were worn bare feet showed through simply added the amount and said nothing.

Napoleon, it is said, but he never forgot her a young sergeant, and many years later her husband became the Duchess of Danzig, the geant being made a France. Catherine and it is habit of plain speaking and story that the tattered laundry bill was once committed to prevent France from a grave diplomatic blunder.

It makes an absorbing chronicle of Napoleon and Devil May Care.

Charles de Roche, popular American leading man, cast appearing in support of Emile Drain, of the Comedie Francaise, has the role of Napoleon. Other characters are all from the French stage and screen.

Movie situations do h
life. I think both yo
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out knowing it; well
now; so does all Paris

laundress, who becomes a Duchess
and a power behind the throne of
France in the days of Napoleon.
Charles de Roche heads the sup-
porting cast.



GLORIA

SWANSON

in

"Madame Sans Gene"

HERE is the picture
Gloria Swanson
made in France—the one
everybody has been talk-
ing about.

A magnificent produc-
tion of the famous roman-
tic comedy.

With Gloria in her
greatest comedy-love
role, and a supporting
company of renowned
French artists.

From the play by Victorien Sardou and Emile Moreau
Directed by Leonce Perret—Screen play by Forrest Halsey

three-column Newspaper

Advertisement 3A

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and said nothing.

Napoleon, it is said, i
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So she bare feet showed thro
to the list simply added the amou
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Gloria Seeks Atmosphere for "Mme. Sans Gene" in Laundry

Just imagine—Gloria Swanson tak-
ing in washing!

Nevertheless, that's just what hap-
pened when the Paramount star went
to "absorb" some of the real atmos-
phere of a French laundry for her
role of "Madame Sans Gene" in her
new picture by that name, which will
be shown at the..... Theatre
next.....

It was just such a laundry that the
character of the Sardou-Moreau stage
play conducted in the Rue Sainte
Anne during the Revolutionary pe-
riod.

Just picture the gorgeously gown-
ed Gloria of "Zaza" and "Her Love
Story" bending over a steaming tub
rubbing the soup stains out of some
hard-boiled Frenchman's hard-boiled
shirt.

True enough, our Gloria worked
in one of New York's big department
stores to get atmosphere for scenes
in "Manhandled;" "but selling shirts
and laundering them are two differ-
ent things," says Gloria.

"Madame Sans Gene" was adapted
for the screen by Forrest Halsey.

she was nevertheless allowed to re-
main and followed Napoleon through
all his major campaigns. She was
wounded many times but lived to re-
turn to Paris and died peacefully in
an asylum at the age of eighty-six.

How "Sans Gene" Was Written

When Moreau had finished his read-
ing, Sardou cried, "Ah, but Therese
was just one of a thousand vivand-
ières who followed the eagles into
battle. What a play you could have
made, had you taken, instead of this
obscure vivandière, the character of
Catherine Hubscher, the regimental
laundress, who later became the wife
of Sergeant Lefebvre and a Duchess,
when he won a title and a baton as
marshal of France."

Moreau replied at once, "I will
throw this play away, and we will
write the other one together."

Sardou was of course not without
knowledge of the pecuniary possibili-
ties of producing a play about Napo-
leon at that particular time. For in
1893, a First Empire craze was prev-
alent throughout France. Books and
plays about that era were very popu-
lar. First Empire gowns, furniture
and pictures were the fad. Many of

their memoirs. The time was ripe
for a really great drama involving
the romantic figure of Bonaparte.

And Sardou and Moreau, in "Ma-
dame Sans Gene," wrote it.

Both had Madame Rejane, premi-
ere actress of France in mind as
they wrote. When it was completed,
she accepted it at once. It was plan-
ned to present it at Le Grand The-
atre, at Paris, where Rejane always
played, but this house suddenly fail-
ed financially, and the first perform-
ance took place on October 27, 1893
at the Vaudeville Theatre. Sardou
was stage manager as well as author.
He personally picked the supporting
cast, designed many of the very elab-
orate settings, and coached the play-
ers. The play was an instantaneous
success and enjoyed a long run.

Ran 600 Times in Paris

In 1900, at the time of the Paris
World Exposition, "Madame Sans
Gene" was revived, with Rejane
again in the title role, and ran for
over six hundred performances. A
great banquet was given at the Res-
taurant Paillard, in the Champs Ely-
sées, to celebrate the 600th perform-
ance. All the notables of France at-
tended, with Madame Rejane presid-
ing and Sardou on her right hand
and Moreau on her left.

Previously, in 1895, Rejane and
the original Parisian company had
come to New York with "Madame
Sans Gene", scoring a triumph at Ab-
bey's Theatre, formerly on Broad-
way. A month before that, Kathryn
Kidder had presented the play with
herself in the leading role and James
K. Hackett as "Neipperg." New York
apparently could not get enough of
the famous Napoleonic comedy clas-
sic, for the following year it was re-
vived at Wallack's, enjoyed a run in
1897 with Miss Kidder at the head
of the company, and was produced
again in 1898 with Anna Braga as
"Sans Gene," and once more attract-
ed crowded houses at Daly's, in 1899,
with the popular Ada Rehan portray-
ing the washlady-duchess.

In 1901, Ellen Terry and Sir Hen-
ry Irving came over from London
and, of course, included "Madame
Sans Gene" in the repertoire, with
which they delighted New York. Sir
Henry scored heavily as Napoleon.

As lately as 1924, New York has
enjoyed stage performances of "Ma-
dame Sans Gene," the play proving
the most successful of all the French
classics, which Madame Simons, her
Parisian company, and her backer,
Miss Anne Nichols (of "Able's Irish
Rose" fame) offered to the American
public.

Took London by Storm

In 1903, Henry Hamilton and Ivan
Caryll wrote a romantic opera, "The
Duchess of Danzig," based upon "Ma-
dame Sans Gene" and it took London
by storm as well as enjoying a long
run in America. Another operatic
version by V. Giordano and R. Simo-
ni had its world premier at the Met-
ropolitan Opera House, New York, in
1915. Geraldine Farrar sang the
title role, Martinelli was seen as "Le-
febvre," and Amato impersonated
Napoleon.

With this imposing history of
world-famous names and world-wide
success surrounding "Madame Sans
Gene," Gloria Swanson and Famous
Players approached the task of trans-

her amorous intrigues, "and coquet-
ting with Napoleon (Emile Drain)
in the actual private chamber which
the real Napoleon occupied. The re-
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from Forrest Halsey's adaptation of
the stage play by Victorien Sardou
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Gloria Here

From laundress to Duchess—

That's the jump made by Gloria
Swanson, who comes to the.....
Theatre next..... in the title role
of the new Paramount picture, "Ma-
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ernment and the French Fine Arts
Ministry was invoked and, when the
dignified and artistic nature of the
enterprise was explained, the aid was
forthcoming. A celebrated French
director, Leonce Perret, was selected
to supervise the production.

A Great Paramount Picture

Miss Swanson journeyed to Paris
in November, 1924. One of her first
acts there was to place a wreath upon
the grave of Madame Rejane with
this inscription: "I come very hum-
bly to endeavor to place upon the
screen the play which you immortal-
ized upon the stage." This at once
touched the French people and, al-
ready warm toward Miss Swanson,
they took her to their hearts. In the
weeks that followed, from Versailles,
from Fontainebleau, from Compiègne,
where, amid surroundings that have
almost a sacred historical signifi-
cance to the French came the as-
surance that Miss Swanson was por-
traying their beloved "Sans Gene"
with spirited and faithful understand-
ing, that a magnificent screen per-
formance was in the making. France
took Miss Swanson to her heart. In
the streets she was hailed with cries
of "Sans Gène! Sans Gène!" The
news of her marriage to their coun-
tryman, the Marquis Henri de la Fa-
laise de la Coudray, increased their
enthusiasm. Today all Paris is ea-
gerly awaiting the first showing of
"Madame Sans Gene" upon the
screen as no other dramatic event
has been awaited in years.

So this tremendously popular com-
edy classic, the romance of the little,
sharp-tongued laundress who became
a Duchess, defied Napoleon and saved
his Empress from disgrace, the ro-
mance which has attracted the tal-
ents of such distinguished theatrical
figures as Rejane, Ellen Terry, Sir
Henry Irving, Ada Rehan, Geraldine
Farrar, James K. Hackett and many
others, reaches the screens of the
world, and another name takes its
place beside the famous "Sans
Genes" of history—Gloria Swanson.



Gloria Swanson in "Madame Sans Gene" PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth" (part of a larger slogan)



SET OF EIGHT COLORED LOBBY CARDS

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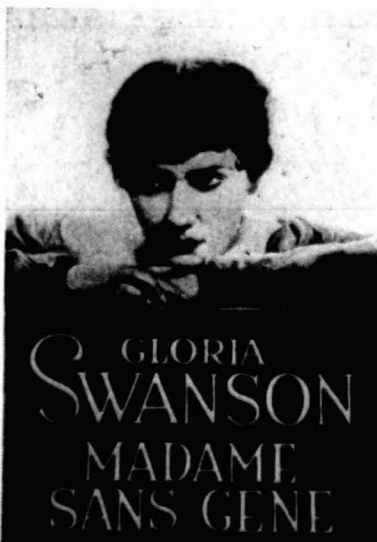
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| ADVERTISING CUTS | | (Complete set of 8) | 5.00 |
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| Supplementary (Two Column) (Adv. Only) | .10 | 126 W. 46th St., New York City | |
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| | | 917 So. Olive St., Los Angeles, Cal. | |

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Put the picture over the top by
putting posters over the town.
Here are real business-getters!



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son in "Madame Sans Gene" ER THAT PACKS THE PUNCH

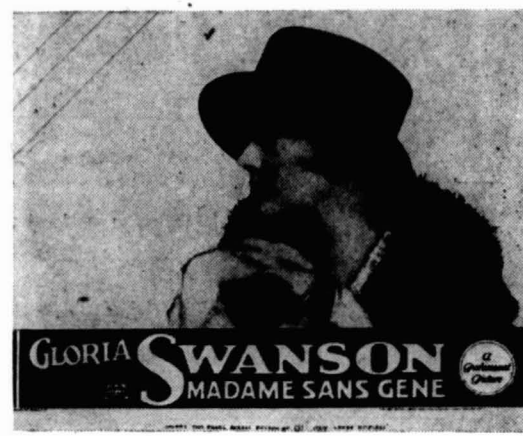
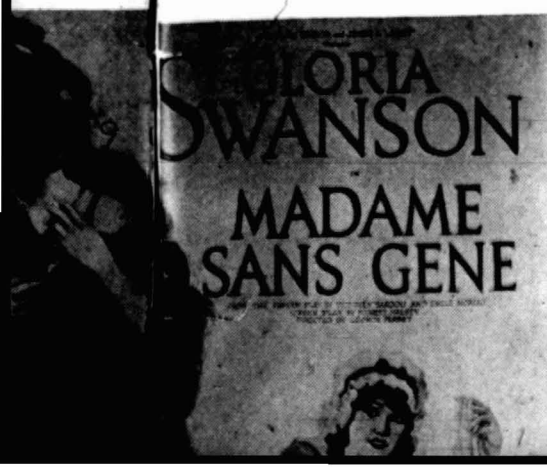
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Announcement Slide



EXTRA!

In addition to the regular 11 x 14 lobby cards, you can secure a set of special 14 x 17 enlarged stills, consisting of beautiful portraits of Gloria Swanson made in Paris. \$1.00 apiece, or \$5.00 for complete set of eight.



Ad Catchlines

The romance magnificent, the picture beautiful, the comedy classic.

For over thirty years an international stage success—now a Swanson classic.

If you laughed at her comedy antics in "Man-handled," you'll howl with delight at "Sans Gene."

Gloria in the role she has always wanted to play—the role she was made for!

No picture was ever so eagerly awaited—no picture will be so long remembered!

From laundress to Duchess; from Napoleon's washiady to the Emperor's court—Gloria Swanson in "Madame Sans Gene."

Merry comedy, warm romance, beauty, dash and color.

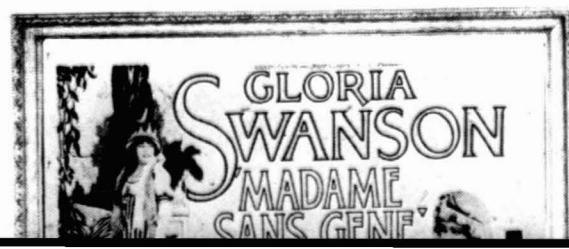
Never was Miss Swanson more truly "Glorious Gloria" than in "Madame Sans Gene."

A stirring romance of the Napoleonic era, actually produced in France's historic castles and palaces.

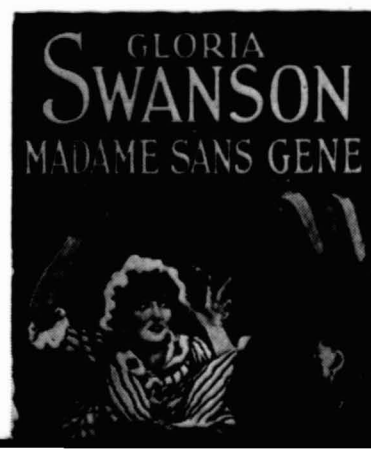
The first picture ever made with French government cooperation.

Fifteen hundred people in the cast!

Another Paramount picture in the same class with "The Covered Wagon" and "The Ten Commandments."



Window Card



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising

| | |
|-----------------------------|------|
| One Sheet (1A and 1B) | .15 |
| Three Sheet (3A, 3B and 3C) | .45 |
| Six Sheet (6A) | .75 |
| Twenty-four Sheet (24A) | 2.40 |

PHOTOS FOR YOUR LOBBY

| | |
|--------------------------------|-----|
| 22 x 28 (Colored) (Two Styles) | .40 |
| 11 x 14 Set of Eight (Colored) | .80 |

These illustrations are

ADVERTISING CUTS

| | |
|----------------------------|-----|
| One Column | .35 |
| Two Column | .65 |
| Supplementary (Two Column) | .25 |

MATS, ADVERTISING, PRODUCTION, ETC.

| | |
|--|-----|
| One Column | .05 |
| Two Column | .10 |
| Supplementary (Two Column) (Adv. Only) | .10 |
| Three Column | .15 |

| | |
|--------------------------|-----|
| Four Column (Adv. Only) | .25 |
| Seven Column (Full Page) | .50 |

FOR GENERAL EXPLOITATION

| | |
|---|------|
| GILT-EDGED FRAMES, (Size 17 x 43 in.) | 1.50 |
| Insert Cards (14 x 36 in. to fit above) | .25 |
| 22 x 28 Gilt Frames | 1.50 |
| Postcards, per 1,000 | 3.00 |
| Special 14 x 17s, each | 1.00 |
| (Complete set of 8) | 8.00 |

| | |
|--------------------------------------|------|
| Four-Page De Luxe Heralds, per 1,000 | 6.00 |
| Rotogravure Magazine, per thousand | 7.50 |
| Window Card | .07 |
| Announcement Slide | .15 |
| Publicity Photos, Each | .10 |

Trailers—National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles, Cal.

Press Books and Music Cues are gratis.



One Sheet Poster 1A



Colored Lobby Card (22" x 28") A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



Six Sheet Poster 6A

Put the picture over the top by putting posters over the town. Here are real business-getters!

COLORED INSERT CARD



Announcement Slide

\$1.00 apiece, or \$5.00 for complete set of eight.

GLORIA SWANSON
MADAME SANS GENE

Ad Catchlines

The romance magnificent, the picture beautiful, the comedy classic.

For over thirty years an international stage success—now a Swanson classic.

If you laughed at her comedy antics in "Man-handled," you'll howl with delight at "Sans Gene."

Gloria in the role she has always wanted to play—the role she was made for!

No picture was ever so eagerly awaited—no picture will be so long remembered!

From laundress to Duchess; from Napoleon's washiady to the Emperor's court—Gloria Swanson in "Madame Sans Gene."

Merry comedy, warm romance, beauty, dash and color.

Never was Miss Swanson more truly "Glorious Gloria" than in "Madame Sans Gene."

A stirring romance of the Napoleonic era, actually produced in France's historic castles and palaces.

The first picture ever made with French government cooperation.

Fifteen hundred people in the cast!

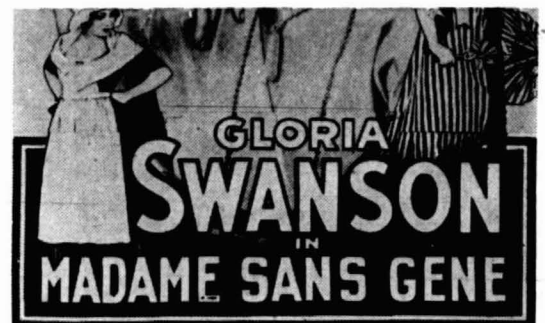
Another Paramount picture in the same class with "The Covered Wagon" and "The Ten Commandments."



Colored Lobby Card (22" x 28") B



Window Card



One Sheet Poster 1B

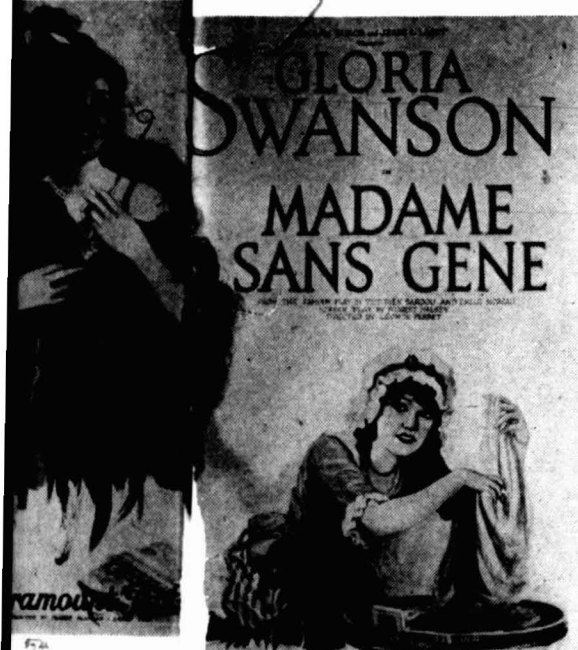


Three Sheet Poster 3B

COLORED INSERT CARD



Announcement Slide



Six Sheet Poster 6A



Twenty-four Sheet Poster 24A

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